

Janice Arnold-Jones for Con Dates: 09/04/12-09/10/12

Janice Arnold-Jones for Con KRQE  
Adam Turner Jim Giudicessi  
jim.giudicessi@kasa.com  
310-601-6272 (505)998-9530

Proposal ID: 22083

Description: Janice Arnold-Jones

Flight: 09/04/12-09/10/12

Books: KRQE: May Share to Nov TP  
Estimate Book



202728

Program		September				Primary A35+		
		09/03	09/10	Total	Length	Rtg	CPP	
KRQE								
KRQE News 13 @ 5a	:30	\$50	\$50	\$250	:30	May Share to Nov TP Estimate Book	1.5	\$33
M-F 5-6 AM	5 TFN	4	1	5				
	Units			\$33				
	CPP			7.5				
	GRP							
KRQE News 13 @ 6a	:30	\$100	\$100	\$500	:30	May Share to Nov TP Estimate Book	1.7	\$59
M-F 6-7 AM	5 TFN	4	1	5				
	Units			\$59				
	CPP			8.5				
	GRP							
The Early Show	:30	\$150	\$150	\$800	:30	May Share to Nov TP Estimate Book	1.9	\$79
M-F 7-9 AM	3 TFN	3	1	4				
	Units			\$79				
	CPP			7.6				
	GRP							
KRQE News Saturday Morning	:30	\$75		\$75	:30	May Share to Nov TP Estimate Book	1.4	\$54
Sa 7-8 AM	3 TFN	1		1				
	Units			\$54				
	CPP			1.4				
	GRP							
KRQE News Sunday Morning	:30	\$100		\$100	:30	May Share to Nov TP Estimate Book	1.7	\$59
Su 7-8 AM	4 TFN	1		1				
	Units			\$59				
	CPP			1.7				
	GRP							
CBS Sunday Morning News	:30	\$250		\$250	:30	May Share to Nov TP Estimate Book	4.4	\$57
Su 8-9:30 AM	4 TFN	1		1				
	Units			\$57				
	CPP			4.4				
	GRP							
The Price Is Right	:30	\$300		\$300	:30	May Share to Nov TP Estimate Book	4.1	\$73
M-F 11-12 PM	3 TFN	1		1				
	Units			\$73				
	CPP			4.1				
	GRP							
KRQE News 13 @ Noon	:30	\$275	\$275	\$1,100	:30	May Share to Nov TP Estimate Book	4.7	\$59
M-F 12-12:30 PM	3 TFN	3	1	4				
	Units			\$59				
	CPP			18.8				
	GRP							
Dr. Phil (SYN)	:30	\$175	\$175	\$875	:30	May Share to Nov TP Estimate Book	2.3	\$76
M-F 3-4 PM	3 TFN	4	1	5				
	Units			\$76				
	CPP			11.5				
	GRP							
KRQE News 13 @ 4P	:30	\$550		\$1,650	:30	May Share to Nov TP Estimate Book	4.4	\$125
M-F 4-4:30 PM	2 TFN	3		3				
	Units			\$125				
	CPP			13.2				
	GRP							
KRQE News 13 @ 430P	:30	\$550	\$550	\$1,650	:30	May Share to Nov TP Estimate Book	5.5	\$100
M-F 4:30 PM-5 PM	2 TFN	2	1	3				
	Units			\$100				
	CPP			16.5				
	GRP							
KRQE News 13 @ 530P	:30	\$325	\$325	\$975	:30	May Share to Nov TP Estimate Book	6.3	\$52
M-F 5:30-6 PM	4 TFN	2	1	3				
	Units			\$52				
	CPP			18.9				
	GRP							
KRQE News 13 @ 10P	:30	\$550	\$550	\$2,200	:30	May Share to Nov TP Estimate Book	9.9	\$56
M-F 10-10:35 PM	5 TFN	3	1	4				
	Units			\$56				
	CPP			39.6				
	GRP							

		September				Primary A35+	
Program		09/03	09/10	Total	Length	Rtg	CPP
KRQE News 13 @ 10P Sat		\$325		\$325	:30	7.1	\$46
Sa 10-10:35 PM	5 TFN	1		1			
	Units						
	CPP			\$46			
	GRP			7.1			
KRQE News 13 @ 10P Sun		\$500		\$500	:30	6.9	\$72
Su 10-10:35 PM	4 TFN	1		1			
	Units						
	CPP			\$72			
	GRP			6.9			

PROPOSAL SUMMARY		September			DEMO SUMMARY	
		09/03	09/10	Total	A35+	
	Total \$	\$9,175	\$2,175	\$11,350		
	Units	34	8	42		167.7
	GRPs	133.9	33.8	167.7		\$68
	CPP	\$69	\$64	\$68		51.2
Albuquerque-Santa Fe	Reach	44.7	24.1	51.2		3.3
	Frequency	3.0	1.4	3.3		

MONTHLY SUMMARY (PRIMARY DEMO ONLY)		September	
	Total \$	\$11,350	
	Units	42	
	GRP	167.7	
	CPP	\$68	
Albuquerque-Santa Fe	Reach	51.2	
	Frequency	3.3	

SIGNATURE

DATE

Janice Arnold-Jones for Congress Dates: 09/04/12-09/10/12

Janice Arnold-Jones for Congress

Adam Turner

KRQE

Jim Giudicessi

jim.giudicessi@kasa.com

(505)996-9530

310-601-6272

Proposal ID: 22083

Description: Janice Arnold Jones9.4 - 9.1

Flight: 09/04/12-09/10/12



Weekly Summary (A35+)

Week	Units	%Units	Total \$	%Total \$	GRP	%GRP	GI	%GI	CPP	CPM	Reach	Frequency
All Weeks	42	100%	\$11,350.00	100%	167.7	100%	1,576	100%	\$68	\$7	51.2	3.3
09/04/12	34	81%	\$9,175.00	81%	133.9	80%	1,258	80%	\$69	\$7	44.7	3.0
09/10/12	8	19%	\$2,175.00	19%	33.8	20%	318	20%	\$64	\$7	24.1	1.4

# Spot Manager: All, 09/04/12-09/10/12

Alt Order #	Advertiser	Order	Inv. Code (Book	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Date: 09/04/12												
Station: KRQE												
	POL/Janice Ari	202728	M-F KRQE News	KROE News	:30	P5	[ALL]	JANICE AR		5:38:03 AM		\$50.00
	POL/Janice Ari	202728	M-F KROE News	KROE News	:30	P5	[ALL]	JANICE AR		6:32:35 AM		\$100.00
	POL/Janice Ari	202728	CBS This Mornin	CBS Early St	:30	P3	[ALL]	JANICE AR		8:53:30 AM		\$150.00
	POL/Janice Ari	202728	Price is Right	11a-12p	:30	P3	[ALL]	JANICE AR		11:28:56 AM		\$300.00
	POL/Janice Ari	202728	M-F KRQE News	12p-1230p	:30	P3	[ALL]	JANICE AR		12:12:43 PM		\$275.00
	POL/Janice Ari	202728	Dr. Phil	3p-4p	:30	P3	[ALL]	JANICE AR		3:24:29 PM		\$175.00
	POL/Janice Ari	202728	M-F KROE News	4p-430p	:30	P2	[ALL]	JANICE AR		4:16:35 PM		\$550.00
	POL/Janice Ari	202728	KROE News 13	530p-6p	:30	P4	[ALL]	JANICE AR		5:50:59 PM		\$325.00
	POL/Janice Ari	202728	LN M-F	10p-1035p	:30	P5	[ALL]	JANICE AR		10:09:00 PM		\$550.00
												\$2,475.00
												\$2,475.00

Date: 09/05/12

Station: KRQE

	POL/Janice Ari	202728	M-F KROE News	KROE News	:30	P5	[ALL]	JANICE AR				\$50.00
	POL/Janice Ari	202728	M-F KROE News	KROE News	:30	P5	[ALL]	JANICE AR		5:26:02 AM		\$50.00
	POL/Janice Ari	202728	M-F KROE News	KRQE News	:30	P5	[ALL]	JANICE AR		6:19:10 AM		\$100.00
	POL/Janice Ari	202728	M-F KRQE News	KROE News	:30	P5	[ALL]	JANICE AR		6:52:05 AM		\$100.00
	POL/Janice Ari	202728	CBS This Mornin	CBS Early St	:30	P3	[ALL]	JANICE AR		7:13:04 AM		\$150.00
	POL/Janice Ari	202728	CBS This Mornin	CBS Early St	:30	P3	[ALL]	JANICE AR		8:08:03 AM		\$150.00
	POL/Janice Ari	202728	CBS This Mornin	CBS Early St	:30	P3	[ALL]	JANICE AR		8:24:07 AM		\$150.00
	POL/Janice Ari	202728	Price is Right	11a-12p	:30	P3	[ALL]	JANICE AR		11:29:26 AM		\$300.00
	POL/Janice Ari	202728	M-F KRQE News	12p-1230p	:30	P3	[ALL]	JANICE AR		12:05:17 PM		\$275.00
	POL/Janice Ari	202728	M-F KRQE News	12p-1230p	:30	P3	[ALL]	JANICE AR		12:21:19 PM		\$275.00
	POL/Janice Ari	202728	Dr. Phil	3p-4p	:30	P3	[ALL]	JANICE AR		3:34:17 PM		\$175.00
	POL/Janice Ari	202728	Dr. Phil	3p-4p	:30	P3	[ALL]	JANICE AR		3:51:53 PM		\$175.00
	POL/Janice Ari	202728	M-F KROE News	4p-430p	:30	P2	[ALL]	JANICE AR		4:08:30 PM		\$550.00
	POL/Janice Ari	202728	M-F KROE News	4p-430p	:30	P2	[ALL]	JANICE AR		4:26:45 PM		\$550.00
	POL/Janice Ari	202728	M-F KRQE News	430p-5p	:30	P2	[ALL]	JANICE AR		4:47:05 PM		\$550.00
	POL/Janice Ari	202728	M-F KROE News	430p-5p	:30	P2	[ALL]	JANICE AR		4:58:26 PM		\$550.00
	POL/Janice Ari	202728	KROE News 13	530p-6p	:30	P4	[ALL]	JANICE AR		5:43:33 PM		\$325.00
	POL/Janice Ari	202728	KRQE News 13	530p-6p	:30	P4	[ALL]	JANICE AR		5:58:13 PM		\$325.00
	POL/Janice Ari	202728	LN M-F	10p-1035p	:30	P5	[ALL]	JANICE AR		10:18:26 PM		\$550.00
												\$5,350.00
												\$5,350.00

Date: 09/06/12

Station: KRQE

	POL/Janice Ari	202728	M-F KROE News	430p-5p	:30	P2	[ALL]	JANICE AR				\$550.00
	POL/Janice Ari	202728	M-F KROE News	KRQE News	:30	P5	[ALL]	JANICE AR				\$50.00
	POL/Janice Ari	202728	M-F KROE News	KRQE News	:30	P5	[ALL]	JANICE AR		6:12:45 AM		\$100.00
	POL/Janice Ari	202728	M-F KRQE News	12p-1230p	:30	P3	[ALL]	JANICE AR		12:28:11 PM		\$275.00
	POL/Janice Ari	202728	Dr. Phil	3p-4p	:30	P3	[ALL]	JANICE AR		3:16:31 PM		\$175.00
	POL/Janice Ari	202728	LN M-F	10p-1035p	:30	P5	[ALL]	JANICE AR		10:27:06 PM		\$550.00
												\$1,700.00
												\$1,700.00

Date: 09/07/12

Station: KRQE

	POL/Janice Ari	202728	Dr. Phil	3p-4p	:30	P3	[ALL]	JANICE AR				\$175.00
	POL/Janice Ari	202728	M-F KROE News	KROE News	:30	P5	[ALL]	JANICE AR		5:46:06 AM		\$50.00
	POL/Janice Ari	202728	M-F KROE News	KRQE News	:30	P5	[ALL]	JANICE AR		6:52:05 AM		\$100.00
												\$325.00
												\$325.00

Date: 09/08/12

Station: KRQE

	POL/Janice Ari	202728	LN Sa	10p-1035p	:30	P5	[ALL]	JANICE AR		10:17:57 PM		\$325.00
												\$325.00
												\$325.00

Date: 09/09/12

Station: KRQE

# Spot Manager: All, 09/04/12-09/10/12

Alt Order #	Advertiser	Order	Inv. Code (Book	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
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Date: 09/09/12

Station: KRQE

POL/Janice Ari	202728 KRQE News Sun	7a-8a	:30	P4	[ALL]	JANICE AR	7:34:00 AM	\$100.00
POL/Janice Ari	202728 LN Su	10p-1035p	:30	P4	[ALL]	JANICE AR	10:18:05 PM	\$500.00
								\$600.00
								\$600.00

Date: 09/10/12

Station: KRQE

POL/Janice Ari	202728 LN M-F	10p-1035p	:30	P5	[ALL]	JANICE AR	10:08:05 PM	\$550.00
								\$550.00
								\$550.00
								11,325.00

[Sorted by: Date]

# Order #202728: BSC Inc/POL/Janice../JANICE ARN../

Spot	Air Date	Spot	Lin	Air Time	Day	Order	Inventory	Length	Rate	1	Pri	Rev	Spo	Ad-ID	Makegood Info	State	Rea	State Change	Expected
09/04/12	Placec	1	5:38 AM	Tu		KRQE	News 1	:30	\$50.00	P5	AG	NM						User Place	\$0.00
09/04/12	Placec	3	6:33 AM	Tu		KRQE	News 1	:30	100.00	P5	AG	NM						User Place	\$0.00
09/04/12	Placec	5	8:54 AM	Tu		CBS	Early Shr	:30	150.00	P3	AG	NM						User Place	\$0.00
09/04/12	Placec	10	11:29 AM	Tu		Price Is Right		:30	300.00	P3	AG	NM						User Place	\$0.00
09/04/12	Placec	11	2:13 PM	Tu		KRQE	News 1	:30	275.00	P3	AG	NM						User Place	\$0.00
09/04/12	Placec	13	3:24 PM	Tu		Dr. Phil		:30	175.00	P3	AG	NM						User Place	\$0.00
09/04/12	Placec	15	4:16 PM	Tu		KRQE	News 1	:30	550.00	P2	AG	NM						User Place	\$0.00
09/04/12	Placec	18	5:51 PM	Tu		KRQE	News 1	:30	325.00	P4	AG	NM						User Place	\$0.00
09/04/12	Placec	20	0:09 PM	Tu		M-F	KRQE Ne	:30	550.00	P5	AG	NM						User Place	\$0.00
09/05/12	Displa	1		W		KRQE	News 1	:30	\$50.00	P5	AG	NM							\$0.00
09/05/12	Displa	3		W		KRQE	News 1	:30	100.00	P5	AG	NM							\$0.00
09/05/12	Displa	11		W		KRQE	News 1	:30	275.00	P3	AG	NM							\$0.00
09/05/12	Displa	5		W		CBS	Early Shr	:30	150.00	P3	AG	NM							\$0.00
09/05/12	Displa	13		W		Dr. Phil		:30	175.00	P3	AG	NM							\$0.00
09/05/12	Displa	20		W		M-F	KRQE Ne	:30	550.00	P5	AG	NM							\$0.00
09/05/12	Placec	15	4:08 PM	W		KRQE	News 1	:30	550.00	P2	AG	NM					User Place	\$0.00	
09/05/12	Placec	16	4:38 PM	W		KRQE	News 1	:30	550.00	P2	AG	NM					User Place	\$0.00	
09/06/12	Displa	11		Th		KRQE	News 1	:30	275.00	P3	AG	NM							\$0.00
09/06/12	Displa	20		Th		M-F	KRQE Ne	:30	550.00	P5	AG	NM							\$0.00
09/06/12	Displa	13		Th		Dr. Phil		:30	175.00	P3	AG	NM							\$0.00
09/06/12	Displa	1		Th		KRQE	News 1	:30	\$50.00	P5	AG	NM							\$0.00
09/06/12	Displa	3		Th		KRQE	News 1	:30	100.00	P5	AG	NM							\$0.00
09/07/12	Displa	5		F		CBS	Early Shr	:30	150.00	P3	AG	NM							\$0.00
09/07/12	Displa	3		F		KRQE	News 1	:30	100.00	P5	AG	NM							\$0.00
09/07/12	Displa	13		F		Dr. Phil		:30	175.00	P3	AG	NM							\$0.00
09/07/12	Displa	1		F		KRQE	News 1	:30	\$50.00	P5	AG	NM							\$0.00
09/07/12	Displa	18		F		KRQE	News 1	:30	325.00	P4	AG	NM							\$0.00
09/07/12	Placec	15	4:09 PM	F		KRQE	News 1	:30	550.00	P2	AG	NM					User Place	\$0.00	
09/07/12	Placec	16	4:37 PM	F		KRQE	News 1	:30	550.00	P2	AG	NM					User Place	\$0.00	
09/08/12	Displa	7		Sa		Sa	7a-8a	:30	\$75.00	P3	AG	NM							\$0.00
09/08/12	Displa	22		Sa		Sa	KRQE Nev	:30	325.00	P5	AG	NM							\$0.00
09/09/12	Displa	23		Su		Su	KRQE Nev	:30	500.00	P4	AG	NM							\$0.00
09/09/12	Displa	8		Su		Su	7a-8a	:30	100.00	P4	AG	NM							\$0.00
09/09/12	Displa	9		Su		CBS	Sunday M	:30	250.00	P4	AG	NM							\$0.00
09/10/12	Displa	17		M		KRQE	News 1	:30	550.00	P2	AG	NM							\$0.00
09/10/12	Displa	6		M		CBS	Early Shr	:30	150.00	P3	AG	NM							\$0.00
09/10/12	Displa	14		M		Dr. Phil		:30	175.00	P3	AG	NM							\$0.00
09/10/12	Displa	2		M		KRQE	News 1	:30	\$50.00	P5	AG	NM							\$0.00
09/10/12	Displa	21		M		M-F	KRQE Ne	:30	550.00	P5	AG	NM							\$0.00
09/10/12	Displa	4		M		KRQE	News 1	:30	100.00	P5	AG	NM							\$0.00
09/10/12	Displa	19		M		KRQE	News 1	:30	325.00	P4	AG	NM							\$0.00
09/10/12	Displa	12		M		KRQE	News 1	:30	275.00	P3	AG	NM							\$0.00
																			\$350.00
																			\$0.00

DW TURNER

[Filtered by: ] [Sorted by: Air Date]

**ORDER**

KRQE

**Orders**  
**Order / Rev:** 202728  
**Alt Order #:**  
**Product Desc:** JANICE ARNOLD-JONES FOR CONGR  
**Estimate:**  
**Flight Dates:** 09/04/12 - 09/10/12  
**Original Date / Rev:** 08/30/12 / 08/30/12  
**Order Type:** REG

**Primary AE:** KRQE National House  
**Sales Office:** N-HOU  
**Sales Region:** Nat

**Agency Name:** BSC Inc  
**Buying Contact:**  
**Billing Contact:**  
 400 Gold Avenue Southwest  
 Albuquerque, NM 87102

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser Name:** POL/Janice Arnold-Jones for Congres  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** P3  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/03/12	09/09/12	34	\$9,175.00	\$7,798.75
09/10/12	09/16/12	8	\$2,175.00	\$1,848.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	42	\$11,350.00	\$9,647.50	0.00
<b>Totals</b>	<b>42</b>	<b>\$11,350.00</b>	<b>\$9,647.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
KRQE National House			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KRQE	40%	\$11,350.00
Market	100%	\$28,375.00

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KASA	0%	\$0.00
KASY	0%	\$0.00
KBIM	0%	\$0.00
KLUZ	0%	\$0.00
KOAT	30%	\$8,512.50
KOB	30%	\$8,512.50
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KREZ	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	09/04/12	09/07/12	M-F KRQE News 13 @ 5a		KRQE News 13 @ 5a -TWTF--	:30	4	\$50.00	P5	0.00	NM	4	\$200.00
Start Date: 09/03/12   End Date: 09/09/12   Weekdays: -TWTF--   Spots/Week: 4   Rate: \$50.00   Rating: 0.00														
N 2	All	09/10/12	09/10/12	M-F KRQE News 13 @ 5a		KRQE News 13 @ 5a -M-----	:30	1	\$50.00	P5	0.00	NM	1	\$50.00

Order / Rev: 202728  
 Alt Order #:  
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: POL/Janice Arnold-Jones for Congress  
 Product Desc: JANICE ARNOLD-JONES FOR CONGR  
 Estimate: KRQE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	All	09/10/12	09/10/12	M-F KRQE News 13 @5a KRQE News 13 @5a	CM	KRQE News 13 @M-----	:30	1	\$50.00	P5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1		\$50.00			0.00			
N 3	All	09/04/12	09/07/12	M-F KRQE News 13 @6a KRQE News 13 @6a	CM	KRQE News 13 @-TWTF--	:30	4	\$100.00	P5	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		4		\$100.00			0.00			
N 4	All	09/10/12	09/10/12	M-F KRQE News 13 @6a KRQE News 13 @6a	CM	KRQE News 13 @M-----	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1		\$100.00			0.00			
N 5	All	09/04/12	09/07/12	CBS This Morning CBS Early Show M-F 7a-9a	CM	CBS Early Show M-TWTF--	:30	3	\$150.00	P3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		3		\$150.00			0.00			
N 6	All	09/10/12	09/10/12	CBS This Morning CBS Early Show M-F 7a-9a	CM	CBS Early Show MM-----	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1		\$150.00			0.00			
N 7	All	09/08/12	09/08/12	KRQE News Saturday Sa 7a-8a	CM	7a-8a -----S-	:30	1	\$75.00	P3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1		\$75.00			0.00			
N 8	All	09/09/12	09/09/12	KRQE News Sunday Su 7a-8a	CM	7a-8a -----S	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1		\$100.00			0.00			
N 9	All	09/09/12	09/09/12	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a -----S	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1		\$250.00			0.00			
N 10	All	09/04/12	09/07/12	Price is Right Price Is Right	CM	11a-12p -TWTF--	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		1		\$300.00			0.00			
N 11	All	09/04/12	09/07/12	M-F KRQE News 13 @12M KRQE News 13 @Noon	CM	12p-1230p -TWTF--	:30	3	\$275.00	P3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		3		\$275.00			0.00			
N 12	All	09/10/12	09/10/12	M-F KRQE News 13 @12M KRQE News 13 @Noon	CM	12p-1230p M-----	:30	1	\$275.00	P3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1		\$275.00			0.00			
N 13	All	09/04/12	09/07/12	Dr. Phil Dr. Phil	CM	3p-4p -TWTF--	:30	4	\$175.00	P3	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		4		\$175.00			0.00			
N 14	All	09/10/12	09/10/12	Dr. Phil Dr. Phil	CM	3p-4p M-----	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1		\$175.00			0.00			
N 15	All	09/04/12	09/07/12	M-F KRQE News 13 @4p KRQE News 13 @4p	CM	4p-430p -TWTF--	:30	3	\$550.00	P2	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		3		\$550.00			0.00			
N 16	All	09/04/12	09/07/12	M-F KRQE News 13 @430p KRQE News 13 @430p	CM	430p-5p -TWTF--	:30	2	\$550.00	P2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		2		\$550.00			0.00			





## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

**Date:**

I, ADAM TWEED,  
being/on behalf of: JOHNIE ARNOLD-JONES, a legally  
qualified candidate of the REPUBLICAN political  
party for the office of: U.S. CONGRESS CD-1  
in the GENERAL ELECTION  
election to be held on: NOVEMBER 6<sup>th</sup>, 2012  
do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE	ATTACHED				

**Total Charges:**

\$11,350

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

JANICE ARNOLD-JONES FOR CONGRESS  
PO BOX 20460 ABQ NM 87154  
Vic Bruno, TREASURER

I represent that the payment for the above described broadcast time has been furnished by:

JANICE ARNOLD-JONES FOR CONGRESS

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Vic Bruno

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

8/29/12  
Date

Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, JANICE ARNOLD-JONES

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

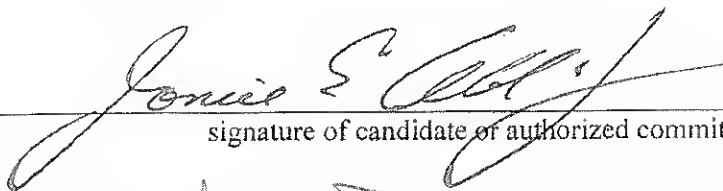
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

  
signature of candidate or authorized committee

JANICE ARNOLD-JONES  
printed name

8/28/12  
date

# REQUEST FOR POLITICAL AVAILS AND RATES

(To be filled out and kept on file for public inspection)

**To:** Jim Giudicessi

**Station:** KRQE NEWS 13/ 2 KASA

**From:** Adam Turner

**Date:** August 15, 2012

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**Agency:** BSC, Inc

**Address:** 400 Gold Ave SW. 12th FL, Albuquerque, NM 87102

**Phone#:** 323.205.6363

**Fax#:**

**Contact:** Adam Turner

On behalf of the below candidate, the above buyer has requested avails and rates for your station. The information will be used for the following election(s):

☐ CAUCUS ☐ SPECIAL ☐ PRIMARY ☒ General

**Candidate:** Janice Arnold-Jones

**Political Party:** Republican

**Office:** Janice Arnold-Jones for Congress

**Address:** 2625 Pennsylvania Avenue NE, Albuquerque NM 87110

**Phone:** 505-797-8030

**Executive Officer:**

Rachelle Hadland

**Title:**

Campaign M